

**CLAIMS**

5 We claim:

1. A label comprising:

a transparent element to pass ambient light and backlight;

10 a transflective element juxtaposed to the transparent element to pass the  
backlight, but reflect the ambient light.

2. A system as recited in claim 1, wherein the transparent element includes  
label data.

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3. A system as recited in claim 1, wherein the transflective element  
comprises a metallic transflective film.

4. A system as recited in claim 1, further comprising an electroluminiscent  
20 light to produce the backlight.

5. An electronic device comprising the label as recited in claim 1.

6. A label comprising:

25 a light transmissive element;

a light generating element to provide backlight for the light transmissive  
element; and

a transflective element interposed between the light generating element and  
the light-transmissive element to pass backlight generated by the light generating  
30 element out through the light transmissive element, but reflect ambient light passed in  
through the light transmissive element back out through the light transmissive  
element.

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7. A system as recited in claim 6, wherein the light transmissive element comprises data printed thereon.

5 8. A system as recited in claim 6, wherein the light generating element comprises an electroluminescent light.

9. A system as recited in claim 6, wherein the transfective element comprises a metallic transfective film.

10 10. A system as recited in claim 6, wherein the label exhibits visually different appearances depending upon whether the light transmissive element is illuminated by the backlight or the ambient light.

15 11. A system as recited in claim 6, wherein the label exhibits a first color when the light transmissive element is illuminated by the backlight and a second color when the light transmissive element is illuminated by the ambient light.

12. An electronic device comprising the label as recited in claim 6.

20 13. An assembly comprising:  
a backlight source to generate a backlight; and  
a label that reflects ambient light and emanates the backlight when the backlight is generated.

25 14. An assembly as recited in claim 13, wherein the backlight source comprises an electroluminescent light.

15. An assembly as recited in claim 13, wherein the backlight source is  
separate from the label.

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16. An assembly as recited in claim 13, wherein the label comprises:  
a transparent element; and  
a transfective element juxtaposed to the transparent element to pass the  
5 backlight, but reflect the ambient light.

17. An electronic device comprising the assembly as recited in claim 13.

18. A method comprising:  
10 passing backlight emanating from behind a label out through the label; and  
reflecting ambient light received from in front of the label back through the  
label.

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